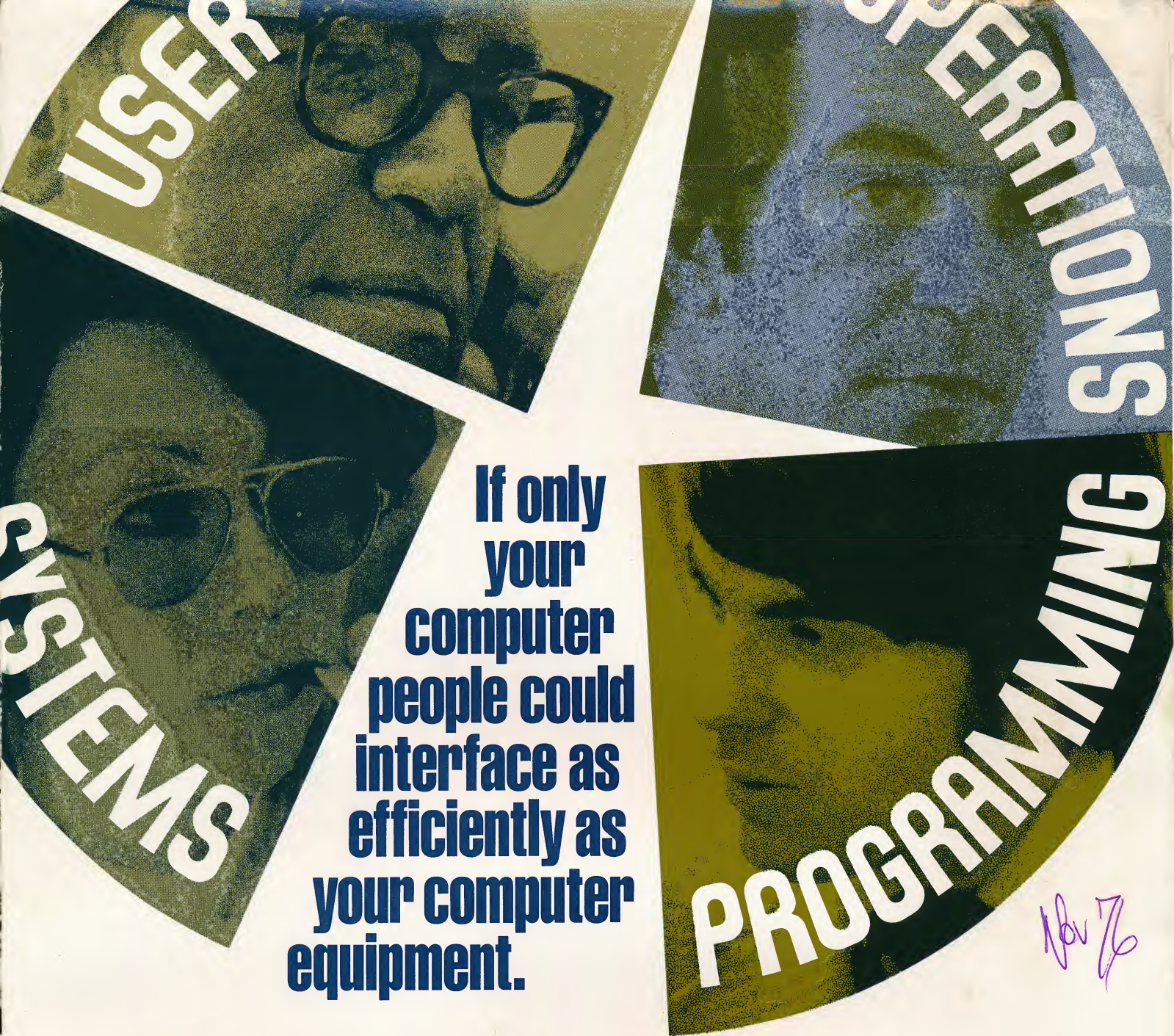
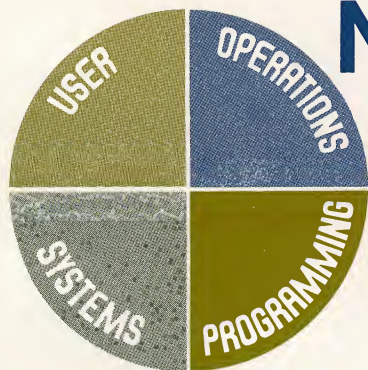




**If only
your
computer
people could
interface as
efficiently as
your computer
equipment.**

Nov 76



Now they can!

Get the details—at

EDP LEADERSHIP:

Integration of Communicating-Cooperating-Motivating

A revolutionary briefing/workshop • November/New York

Discover how to become the effective leader you were meant to be.

The EDP users in your company know what they want — and your Systems, Programming and Operations people are certainly able to implement it.

So it's aggravating when things get fouled up because of a breakdown in communication. But how do you prevent it?

And what about the *motivation* of your computer people? How do you spur them on to maximum efforts when traditional motivational programs have proven to be hit-or-miss affairs? (Even when a program has been mildly *successful* in the *short* run, it has usually *failed* in the *long* run.)

Well, now there's a revolutionary way of overcoming *both* of these major obstacles to effective leadership.

This intensive 3-day briefing/workshop will give you proven techniques for improving communication and motivation dramatically. (And spurring cooperation in the process.)

Using lectures, exercises, and role-playing sessions within an EDP frame of reference, a highly trained staff from the Institute for Motivating Academic, Social and Political Achievement (IMASPA) will show you —

- how to mend any broken links in the chain of communication between user, Systems, Programming, and Operations (or between people *within* a department, for that matter)
- how to use motivation as a “call to action” — one your computer people will respond to positively and easily
- how to make motivation predictable, dependable and permanent

- how to “re-personalize” the sometimes de-personalizing world of EDP
- and much more.

The meeting is designed to help you gain leadership know-how rapidly, while working in a relaxed and unpressured setting. This isn't sensitivity training or a T or encounter group approach, incidentally. It's strictly *leadership* training . . . for *EDP professionals*.

And it works.

What's more, under your new leadership, your EDP users will not only end up getting better service — but a clearer picture of “the talent behind the hardware and the mind behind the software.” You'll help lay to rest, once and for all, the indictment of EDP and its professionals as non-human and mechanistic.

And here's another plus. By eliminating those time-consuming communication and motivational problems you've been stuck with, *you'll* also have more time for *really creative* EDP work.

Who should attend? Directors of MIS; Data Processing, Systems, Programming, and Operations Managers; Senior Systems Analysts and Programmer/Analysts; and all others with positions of responsibility in the data processing field. Experienced and newly appointed managers and people with management potential will all find this meeting valuable.

Team attendance is highly recommended. See the back cover of this brochure for special team fees.

Don't miss out on this unique opportunity. Register now — while the brochure is still in your hands. You'll find complete registration information on the back cover.

When and Where

November 22-24, 1976

Statler Hilton Hotel
New York

3-day meeting.
Starts Monday, 9:30 a.m.

**Check the back cover for
3 ways to register fast.**

**When registering, be sure to
specify your priority number.**

Instructors

DR. HARRY A. ROYSON

Director
IMASPA
New York, N. Y.

&

Members of
his staff at
IMASPA
New York, N. Y.



Dr. Royson, who also serves as Director of the Rehabilitation Center in New York, is a practicing psychologist and educator. He has done extensive research in human relations for some 35 years and has developed a meaningful philosophy plus practical problem-solving techniques in that area.

The Institute for Motivating Academic, Social and Political Achievement (IMASPA), which he founded in 1965, does empirical human

relations research and also conducts educational seminars. The Institute's staff of educators, sociologists, and psychologists has spent many years in learning a humanistic philosophy plus simple techniques for making it work.

IMASPA workshops have been used to solve communication and motivational problems in many academic, social and political situations both in and outside the business world.

EDP Leadership: Integration of Communicating- Cooperating-Motivating

Agenda

MONDAY, NOVEMBER 22

- **Associations**

Lecture and exercises concerning associations, i.e., the range of relationships from competition to manipulation

- **Cooperation**

Lecture and exercises through which participants will examine and experience the cooperation relationship as setting and achieving goals for the good of all

- **Informal "Rap" Sessions**

TUESDAY, NOVEMBER 23

- **Interaction**

Lecture and exercises concerning

interaction techniques as exchanges for growth and development

- **Interrelations**

Lecture and exercises through which participants will examine and experience shared experiences as tools for corporate, work unit, and group cohesiveness and identity

- **Informal "Rap" Sessions**

WEDNESDAY, NOVEMBER 24

- **Integration**

Lecture and exercises concerning meaningful inputs and outputs;
Acceptance
Interest
Concern
Involvement

Critical evaluation
Reciprocation

- **Summary and Conclusion**

**Two important ground rules . . . to
make this meeting as effective as possible —**

1. Because of the intensity of involvement and interaction among participants, smoking will be prohibited during the workshop sessions. Sufficient breaks will be provided.

2. Please wear casual attire.

**For additional information, please
contact Alan Freedman, Program Director,
at AMA Headquarters in New York.
(212-586-8100.)**

To reserve your place by mail,
fill in this enrollment form.

EDP LEADERSHIP: INTEGRATION OF COMMUNICATING- COOPERATING-MOTIVATING

IMPORTANT: Always give your Priority Number when registering.

3 WAYS TO REGISTER FAST

1. BY PHONE

Dial (212) 586-8100. Ask for Registration. Give Registrar your Priority Number. You'll get immediate confirmation of your registration.

2. TWX 710-581-6530

Please include Priority Number, Meeting Title, Dates and City. Also name, title, company address and phone of each registrant.

3. BY MAIL

Complete and mail enrollment form on this announcement. Be sure to specify your Priority Number.

You can register up to the time of the meeting, but don't come to a meeting without confirmation. If it has not arrived before the meeting date, call AMA's Registrar at 212-586-8100.

AMA's Hotel Service:

AMA does not arrange hotel accommodations. However, the following hotels will hold a bloc of rooms up to two weeks before your meeting starts. To make a reservation, contact the hotel directly. Be sure to act promptly — and mention AMA for preferred treatment.

NEW YORK: The Statler Hilton Hotel (7th Avenue, 32nd to 33rd Street). Call the hotel at (212) PE 6-5000. Specify the program number of the AMA meeting you are attending.

CHICAGO: Marriott Motor Hotel — 312-693-4444 (Immediately adjacent to the AMA Management Center — Chicago, O'Hare Airport).

OTHER LOCATIONS: Contact the hotel where your meeting is held at least two weeks before your meeting starts.

REGISTRATION FEES

The full fee is payable in advance and includes the cost of meeting materials.

INDIVIDUAL FEES

	AMA Members	Nonmembers*
3-day Meeting	\$470	\$540

SEND TEAMS AT REDUCED FEES — During the meeting, they'll compare notes and pool thinking on how the ideas and concepts presented relate to your company's specific problems. Back on the job, they'll be able to tackle these problems with a highly coordinated team approach. **The special fees for a company team of three managers attending the same meeting are:**

TEAM FEES	AMA Members	Nonmembers*
3-day Meeting (per person)	\$400	\$460

NOTE: Other discounts are available for larger groups. For details please contact AMA's Registrar.

***NONMEMBERS:** Difference between member and nonmember registration fee can be applied to AMA membership. Check box on card for full information.

CANCELLATION POLICY:

Confirmed registrations cancelled later than one week before the meeting are subject to a \$25 service charge. Registrants with confirmed applications who fail to attend are liable for the entire fee unless they contact AMA's Registrar prior to the meeting to cancel.

TAX DEDUCTION FOR EDUCATIONAL EXPENSES

Treasury regulation §1.162-5 permits an income tax deduction for educational expenses (registration fees and cost of travel, meals and lodging) undertaken to: (1) maintain or improve skills required in one's employment or other trade or business, or (2) meet express requirements of an employer or a law imposed as a condition to retention of employment, job status or rate of compensation.



We help your company grow.
By helping your people grow.

Please Note: AMA occasionally mails to selected lists which cannot be cross-checked against its files. Therefore, you may receive a duplicate of this announcement. If so, we hope you will pass it along to an interested associate.

The American Management Associations is a not-for-profit educational membership organization which derives its financial support from the fees charged for certain of its activities, products and services.

AMERICAN MANAGEMENT ASSOCIATIONS

The American Management Associations Building

135 West 50th St., New York, N. Y. 10020

Tel. (Area Code 212) 586-8100 (TWX 710-581-6530)

Please register the following executive for **EDP LEADERSHIP: INTEGRATION OF COMMUNICATING-COOPERATING-MOTIVATING.**

☐ November 22-24, New York priority no. 6377-02A01

NAME

(Please print)

TITLE

COMPANY

(Please use full name)

DIVISION

STREET

TEL. NO.

CITY

STATE

ZIP

☐ This confirms phone registration

Please list names and positions of team registrants on an additional sheet.

The full fee is payable in advance. Check enclosed. ☐

☐ I am entitled to the AMA Member fee.

☐ Please send membership information.

SEPT. 1976 CL 6-8417X PRINTED IN U.S.A.

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